

SEP 13 1943

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FRANCES HUGHES, *Editor*

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, SEPTEMBER 10, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 10 8:30 A.M.	NEW RADIO PROGRAM Beginning September 10th, one day a week, and later from October 4th, three days a week, Abraham & Straus will participate in the "MISSUS GOES A-SHOPPING" program; John Reed King M.C'ing on behalf of A. & S. A. & S. plus Bloomingdale's have been partial to frequency modulation broadcasts until now. This marks the first of the commercial series for the Brooklyn store. Advertising Agency: Neff-Rogan Inc., CI. 7-4230.	ABRAHAM & STRAUS	WABC (880 ON DIAL)
Friday Sept. 10 11:30 A.M.	FALL SHOWING This is one of the houses that persists in quality fashions regardless of changes in war-time living. Chez Ninon caters to a small but chic clientele and can be counted on for original though not spectacular fashions. Press by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	CHEZ NINON	785 FIFTH AVENUE
Friday Sept. 10 3:00 P.M.	PREVIEW OF WARTIME CONSERVATION SHOW This is a patriotic wartime guide to living with educational value in new methods of conservation. The show is compact and can be booked in stores and cities. Information: Mrs. Nathaniel Singer, Chairman, Consumer Service Division, PL. 5-7301. Publicity: Constance Rykert, PL. 5-7301.	MANHATTAN C.D.V.O.	PLAZA HOTEL SMALL BALLROOM
Friday Sept. 10- Sept. 30	CAREER CONSULTATIONS IN FASHION FIELDS Starting Sept. 10th, Traphagen will feature conducted tours through its many departments to discuss fashion careers with those interested in this field. For appointments day or evening, contact: Dorothy Tyroler, CO.5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
Saturday Sept. 11 8:30 P.M.	HOLLYWOOD CAVALCADE OF STARS Twenty-five Hollywood stars appearing in fifteen cities, traveling in a special train, will make a New York entrance on Saturday night. They are part of the 15 billion dollar 3rd War Loan Drive and will give a gala performance in the Garden expecting to raise 86 million dollars, the New York quota. Only those who buy a bond, \$25.00 and up, anywhere in town will be given tickets for this top-drawer shindig. Among those appearing - and no fooling - Greer Garson, Cary Grant, Hedy Lamarr, Fred Astaire, Jimmy Cagney, Walter Pigeon and others. Publicity: Harry Mandel, CO. 5-6500.	U.S. WAR BOND DRIVE	MADISON SQUARE GARDEN 8TH AVENUE & 50TH ST
Sunday Sept. 12 3:00- 7:00 P.M.	"SUNDAY AT THE WARWICK" Every Sunday from 3:00 to 7:00 P.M., there will be an informal get-together for Officers of the United Nations in the Warwick Hotel's Pine Room. Dancing, free beer and refreshments, plus hostesses who aim to provide that girl-back-home-atmosphere supplied. Publicity: Robert Fersten, LO. 5-2626.	OFFICERS' SOCIAL CLUB	WARWICK HOTEL 65 WEST 54TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Sept. 12	NEW YORK TIMES FALL FASHION FORECAST A comprehensive Fall fashion forecast in words and pictures of clothing and accessory styles for Fall 1943 and Winter 1944. Government clothing regulations will be demonstrated and the general outlook of fashions for the forthcoming season will be discussed and explained by New York Times Fashion Editor, Virginia Pope. Contact: LA. 4-1000.	THE NEW YORK TIMES	ON ALL NEWSSTANDS
Just Opened	JUNIOR SPECIALTY CORNER A new floor space for better dresses in junior sizes from 9 to 17. Publicity: Doris Bartnet, PE. 6-5100.	GIMBEL BROS.	B'WAY AT 33RD STREET 3RD FLOOR
Just Published	"YEAR BOOK OF RETAILING" 169 pages containing a verbatim report on simplified store procedure to save manpower. It contains the findings of several cities' research on related store problems. It is of interest and available to all department store people. Copies can be had at \$5 from Controllers' Congress Headquarters, National Retail Dry Goods Assoc., 101 W. 31st St., NYC, PE. 6-2155.	CONTROLLERS' CONGRESS OF N.R.D.G.A.	N.R.D.G.A. HEADQUARTERS 101 WEST 31ST STREET
Now Going On Through Sept. 16	OUTSTANDING EXHIBIT OF PLASTICS This is probably the largest and most comprehensive display of plastics applied to varied uses during the war and potential uses in the peace to come. To gauge the span in size, there are plastics on exhibit from a tiny bottle top to an airplane. Contact: Alfred Geiffert, Jr., CA. 5-8400.	ARCHITECTURAL LEAGUE OF NEW YORK	115 EAST 40TH STREET

WEEK BEGINNING MONDAY, SEPTEMBER 13, 1943

Monday Sept. 13 1:00 P.M. Luncheon	FIRST IN SERIES OF LUNCHEON STYLE SHOWS This first show of the St. Regis series will be mother-and-daughter hat and dress fashions. In this case, the mother, Florence Reichman, does the hats and daughter, Rejean, presents the dresses. Open to public. Luncheon, \$2. Press by invitation. Reichman Publicity: Miss Hano, PL. 8-1525. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	FLORENCE & REJEAN REICHMAN (1 W. 57TH)	ST. REGIS HOTEL ROOF
Monday Sept. 13 3:00 P.M.	FALL FASHION COLLEC- TION OF MILLINERY This is a much-awaited seasonal Dache' showing during which her Fall and Winter trends, of great importance to the entire country, will be revealed. Dache' shows always have many elements of surprise, are always vastly attended, so plan to come early. Press strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE'	78 EAST 56TH STREET
Monday Sept. 13- Sept. 16	FALL AND WINTER HAT COLLECTION This showing of Fall and Winter hats will be presented to individual members of the Fashion Press from Monday through Thursday by appointment. Immediately afterwards, the entire collection will be exhibited publicly in the French Millinery Salon at Marshall Field, Chicago on Friday and Saturday, Sept. 17 and 18th. For appointment, contact: Miss Madeline, PL. 3-2936.	HELEN LIEBERT	19 WEST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 13- Sept. 30	FALL MILLINERY SHOWING Instead of a formal presentation Helene Garnell is having a two weeks' showing of her Fall collection. Fashion Editors will be given personal showings at their convenience. Publicity: Lydia Strate, PL. 3-9071.	HELENE GARNELL	40 EAST 51ST STREET
Monday Sept. 13	NATIONAL RETAIL FALL MILLINERY WEEK	MILLINERY STABIL- ZATION COMMISSION	IN ALL LEADING STORES
Tuesday Sept. 14 9:45 A.M.	PRESS PREVIEW: FIRST FALL COLLECTION Their first fashion show of the Fall season is being shown to the Press by De Pinna. Strictly by invitation. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	650 FIFTH AVENUE
Tuesday Sept. 14 12:00 Noon Sharp	PRESS PREVIEW: FALL FURS Early presentation of fine furs selected to give the Fashion Press the style and pelt story for Fall 1943 and Winter 1944. Buffet luncheon will be served prior to the showing at 12 sharp. Press by invitation only. Publicity: Viola Shefer, PL. 3-2117.	GUNTHER	ST. REGIS HOTEL PENTHOUSE
Beginning Tuesday Sept. 14- Sept. 16 12:30 P.M. Luncheon, 1:30 P.M. Show	3 FALL MILLINERY STYLE SHOW LUNCHEONS As a feature of National Retail Fall Millinery Week starting September 13, there will be three fashion shows. They will be presented as follows: Tues., Sept. 14--FLORENCE REICHMAN, HATTIE CARNEGIE, PEG FISCHER. Wed., Sept. 15--MILLINERY CREATORS' GUILD (BERNICE CHARLES, G. HOWARD HODGE, GERMAINE MONTABERT, HARRYSON, MIRIAM LEWIS, JEANNE TETE, EDGAR J. LORIE, VOGUE HATS (GARFUNKEL MAKERS).) Thurs., Sept. 16--MILLINERY FASHION INSPIRATION (LILLY DACHE, JOHN FREDERICS, SALLY VICTOR). Tickets available to buyers and manufacturers of the Trade at \$3.10 a piece. Press by invitation only. Luncheon, 12:30 P.M., hat presentations at 1:30 P.M. Contact: Mary Kelley, Millinery Fashion Bureau, CH. 4-6547.	MILLINERY STABIL- ZATION COMMISSION	PLAZA HOTEL PERSIAN ROOM
Tuesday Sept. 14 5:00 P.M.	LAUNCHING CHINESE BEAUTY FASHIONS Mona Manet, an up-an-coming young beautician with an important future, will present an original kind of beauty demonstration stressing the Chinese influence in this year's Fall styles. In honor of her renamed Salon, "Lotus Room," there will be a Chinese Pageant, Chinese commentator and Chinese food. Guests include Chinese dignitaries and stars of stage, screen and radio. It is Miss Manet's idea that Chinese make-up devices can be added to our American concept of beauty. Beauty Editors, Columnists and Special Editors, by invitation. Publicity: Amy Vanderbilt, LO. 5-3210.	MONA MANET	48 EAST 52ND STREET
Tuesday Sept. 14 5:00 P.M.	PREVIEW: SOVIET WAR POSTERS 40 posters in a collection recently brought from the Soviet Union by Lieut. J. D. Stamm, U.S.N.R. who accompanied former Ambassador Joseph Davies on his mission to Moscow. These posters tell the story of Russian morale and Red Army exploits. By invitation on Tuesday. Public invited free from Wednesday, September 15-28. Publicity: Fred Meyers, LE. 2-4900.	RUSSIAN WAR RELIEF	AMERICAN-BRITISH ART CENTER, 44 W. 56TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 14 6:30 P.M.	FIRST FALL MEETING Principle speakers: Max H. Zuckerman, Exec. Sec., Infants' & Children's Wear Assoc.; Charles Baker, Exec. Dir., Infants' & Children's Coat Assoc.; and Dave Israel, Regal Knitwear. They will present the over-all picture of sportswear, dresses, coats and infant wear for Fall and Winter. Buyers welcome. Tickets, \$1.50. Reservations: Dorothy Stote, MU. 3-3800.	INFANTS' & CHILDREN'S WEAR BUYERS' ASSOCIATION	NEW YORKER HOTEL PARLORS F, G
Tuesday Sept. 14 7:00-9:30 P.M.	BEGINNERS' EVENING COURSES An evening course in fashion, including clothing, draping, sketching, costume design and dress construction and related topics is being given by Pratt Institute. Tuition ranges from \$10 to \$25 for the term. No previous training required for admission. Classes: Monday, Tuesday, Thursday, 7:00-9:30 P.M. Details from: MA. 2-2200.	PRATT INSTITUTE SCHOOL OF HOME ECONOMICS	DeKALB AVE. AND RYERSON STREET, BROOKLYN
Wednesday Sept. 15 9:00 A.M. Breakfast	PRESS PREVIEW: NEW FALL FASHIONS Fashion forecast for late 1943 and early 1944; it will be staged with the perfection that makes Altman's showings. Press by invitation. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN	5TH AVE. AT 34TH STREET CHARLESTON GARDENS, 5 FL.
Wed., 9/15 12:30 P.M.	MILLINERY CREATORS' GUILD FALL STYLE SHOW LUNCHEON AT PLAZA HOTEL See page 3, item 5 for details.		
Wednesday Sept. 15 1:00 P.M. Luncheon	1ST FALL LUNCHEON IN FASHION SHOW SERIES Hattie Carnegie opens with a selection from her collection for Fall and Winter. Open to public. Luncheon, a la carte. Hattie Carnegie Publ.: Josephine Hughes, WI. 2-2600. Waldorf Publ.: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE (42 E. 49TH ST.)	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Wednesday Sept. 15 2:45 P.M.	PREMIERE SHOWING: FALL COLLECTION A group of "important" dresses, suits and coats for every day and dress-up wear. Mrs. Munn creates fashions on the theory that true conservation in war time means buying one good dress rather than several mediocre ones. Press by invitation. Publicity: Mrs. Carrie Munn, EL. 5-0017.	CARRIE MUNN	640 MADISON AVENUE
Wednesday Sept. 15 4:00-6:00 P.M.	NEWEST WRINKLE IN SCIENTIFIC SKIN RESEARCH This is something brand new in skin and cosmetic research and will be demonstrated in two half hour sessions: one at 4:30 P.M. and again at 5:30 P.M. Press strictly by invitation.	SPERTI INC.	PLAZA HOTEL WHITE AND GOLD SUITE
Wednesday Sept. 15	NEW ISSUE: "SPOTLIGHTING THE ST. LOUIS MARKET" Contact: Mimi Brooks, Associate Editor, WI. 7-2790.	WOMEN'S REPORTER	EMPIRE STATE BUILDING 350 FIFTH AVENUE
Thursday Sept. 16 11:00 A.M.	PRESS PREVIEW: FALL CUSTOM-MADE COLLECTION This is the annual Fall collection by this important former Paris designer. Her openings always create headlines and style trends. Press by invitation only. Contact: PL. 3-1087.	MME. HELENE LYOLENE FOR MME. ET LA JEUNE FILLE	30 EAST 54TH STREET
Thurs., 8/16 12:30 P.M.	MILLINERY FASHION INSPIRATION FALL STYLE SHOW LUNCHEON AT PLAZA HOTEL See page 3, item 5 for details.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 16 7:00 P.M.	ANNUAL DINNER-DANCE OF HANDBAG INDUSTRY Members of the Trade and their guests will attend the dinner-dance for those concerned with handbag creation and manufacture. No speeches but on with the dance. \$8.50 per ticket includes dinner. National Authority for Ladies Handbag Industry Publicity: Maurice S. Mosesson, AS. 4-6969.	NATIONAL AUTHORITY FOR LADIES HANDBAG INDUSTRY	WALDORF ASTORIA HOTEL GRAND BALLROOM
Saturday Sept. 18 10:30 A.M.	1ST FALL MEETING: "CALL- ING ALL GIRLS" CLUB This is the first Fall showing of girls fashions timed to the October issue of "Calling All Girls" Magazine. At the show, there will be introduced the October Cover Girl, Francine Gallason. The war-time backbone wardrobe for 1943-44 will be introduced. Guests and surprises. The Fashion Press, members and teen-age girls invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE, BROOKLYN	452 FULTON STREET GIRLS' DEPT., 2ND FL.
Saturday Sept. 18	FREE COURSES IN TEXTILES & CHEMISTRY Free evening courses in Textiles and Chemistry sponsored by the U.S. Office of Production through Manhattan College will begin Sept. 18 and 20. These courses are designed for war work. Testing and Textile Inspection: Tuesday and Thursday nights for ten weeks at Washington Irving; Basic Chemistry for Industry: twelve weeks at St. John's College. No charge, but high school graduation is required. Apply War Training Office, Manhattan College, KI. 6-2800.	U.S. OFFICE OF PRODUC- TION, MANHATTAN COLLEGE	WASHINGTON IRVING H.S. ST. JOHN'S COLLEGE
Sunday Sept. 19 3:00 P.M.; 5:30 P.M.	45 YEARS OF THE MOVIES; HISTORY OF AN ART The history of movies will be run as a film cycle grouped as to subject, i.e., crime and detection, drama and melodrama, history and biography, romance, etc. Each subject will be shown for two days and then give way to another. Daily showings at 3:00 P.M. and 5:30 P.M. and Sundays at 1:20, 3:30 and 5:30 P.M. Members and public invited. Admission: 25¢. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Monday Sept. 20- Oct. 2 11:00 A.M.; 2:30 P.M.	LEARN TO SEW IN SIX EASY LESSONS A new series of six Sewing Corps Sessions will be given at the A. & S. store by Lucille Rivers, stylist for McCall Pattern Company. Sessions consist of lectures accompanied by illustrated instruction sheets and each lesson will be given four times so that everyone's convenience will be suited. Each lesson lasts 40 minutes, after which there is a question and answer period. Course is free. Press and public invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS AND McCALL PATTERN CO.	ABRAHAM & STRAUS, B'KLYN 7TH FLOOR, E. BUILDING
Monday Sept. 20 1:00 P.M. Luncheon	LUNCHEON SHOW OF FALL FASHIONS A preview of what is correct for smart town wear during war time, including an all-around wardrobe. Open to public. Luncheon, \$2. Press by invitation. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	THE TAILORED WOMAN (742 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Sept. 20- Oct. 9	BELMONT FALL RACE MEET	WESTCHESTER RACING ASSOCIATION	BELMONT PARK ELMONT, LONG ISLAND

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 21 3:30 P.M.	PRESS PREVIEW: FALL MILLINERY Feeling that the excellence of their Fall millinery collection rates a Press showing, Saks 34th Street is inviting the Fashion reporters for the first time in several years to view their collection. Press by invitation only. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	B'WAY AT 34TH STREET 4TH FLOOR
Wednesday Sept. 22 10:00 A.M.	PRESS SHOWING: NEW ORIGINAL HATS A small distinguished collection of originals by Braagaard, just returned from the Army. Preview, by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.	BRAAGAARD	SALON 17 WEST 57TH STREET
Wednesday Sept. 22 1:00 P.M. Luncheon	PREVIEW LUNCHEON: NEW FALL FURS Dein-Bacher of the Waldorf presents a thrilling new fur collection for Fall and Winter. Open to public. Luncheon, a la carte. Press by invitation only. Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Thursday Sept. 23 1:00 P.M. Luncheon (Note Change)	FALL FASHION SHOW LUNCHEON Theme, "Clothes Design for Today's Living." Public invited. Luncheon, \$2.00. Press by invitation only. Jay Thorpe Publicity: Caroline Haight, CI. 7-4300. Plaza Publicity: Alma Zaiss, PL. 3-1740.	JAY THORPE (24 WEST 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Friday Sept. 24 8:30 P.M.	CLARIFICATION MEETING ON POST-WAR PLANS A program to preserve the peace of the world once victory is won is being discussed by seven speakers representing different points of view. Speakers include: Anne O'Hare McCormick who is chairman, Ely Culbertson, Senator Ball, Mrs. Ruth Bryan Rhode, Clarence Streit and others. Admission by invitation only. Contact: Mrs. Wales Latham, N.Y. Times, LA. 4-1000.	NEW YORK TIMES	NEW YORK TIMES HALL 220 WEST 44TH STREET
Friday Sept. 24	OCTOBER ISSUE: "IT'S FUN TO BE YOUNG" FASHIONS Twelve pages of clothes for young girls and little women, supplementing a twenty page Beauty Portfolio. For store tie-ups and release dates contact Peggy Sweet, Merchandise Editor, MO. 4-7500.	GLAMOUR MAGAZINE	ON ALL NEWSSTANDS
Monday Sept. 27 1:00 P.M. Luncheon	FALL FASHION LUNCHEON Open to public. Luncheon, \$2. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	PEGGY ROTH (400 PARK AVE.)	ST. REGIS HOTEL ROOF
Tuesday Sept. 28 3:00 P.M.	PRESS PREVIEW: FALL FASHION COLLECTION Always sure of unusual custom-made fashions of taste and distinction. Press by invitation only. Contact: Zoe de Salle, PL. 3-0397.	ZOE DE SALLE	18 EAST 53RD STREET
Wednesday Sept. 29 1:00 P.M. Luncheon	FALL FASHION LUNCHEON Open to public. Luncheon, a la carte. Press by invitation. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 29- Nov. 28	SCULPTURE EXHIBIT BY ALEXANDER CALDER Alexander Calder, an internationally-known abstract sculptor has turned his talent to practical uses such as jewelry, toys, as well as mobiles and stabiles. Exhibit under direction of James Johnson Sweeney. Open to Press and public. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday Sept. 30- May 27, 1944 7:40- 9:20 P.M.	EVENING COURSES IN RETAILING Of special interest to fashion people, John B. Swinney's course in the Retailing of Fashion Merchandise, "Marketing el3," beginning October 4th through January 24th, 1944, a course intended for those already engaged in the merchandising of ready-to-wear. Executives from Uptown Retail Guild Stores will attend many classes and take part in discussions. Enrollment at office of Registrar, University Hall. For costs and further details, consult the announcement of University Extension, available on application to Director, University Extension, 561 W. 116th St., N.Y.C., UN. 4-3200.	COLUMBIA UNIVERSITY & UPTOWN RETAIL GUILD	COLUMBIA U. SCHOOL OF BUSINESS, ROOM 611
Thursday Sept. 30 10:30- 11:00 P.M.	DEBUT: NEW RADIO PROGRAM Gertrude Lawrence will sing and act in her new radio program over WJZ for Revlon. Publicity: William H. Weintraub, Advertising, CI. 7-4282.	GERTRUDE LAWRENCE & REVLO NAIL PRODUCTS	BLUE NETWORK WJZ (770 ON DIAL)
Monday Oct. 4 1:00 P.M. Luncheon	FALL FASHION SHOWING Mrs. Pleasants Pennington, owner of Chez Rosette, will M.C. her own Fall fashion show. Open to public. Luncheon, a la carte. Press by invitation. Chez Rosette Publicity: Mrs. Pleasants Pennington, PL. 8-2460. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	CHEZ ROSETTE (10 E. 56TH ST.)	ST. REGIS HOTEL ROOF
Tuesday Oct. 5 1:00 P.M. Luncheon	FALL OPENING: LUNCHEON FASHION SHOW SERIES Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in Oval Room of Ritz, with a presentation of exciting Fall hats. Open to public. Luncheon, a la carte. Press by invitation. Florell Publ.: Mr. Frederick, PL. 5-0895. Ritz Publ.: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 5 Twice Daily	LECTURE: AMERICAN FURNITURE TRADITION This is the first of a series of lectures demonstrated by pictures in a new three-dimensional color photographic process. The history of American taste in furnishings is traced through photographs of miniature rooms from the Art Institute in Chicago. These lectures will be held twice daily. More details later. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	LEXINGTON AT 59TH ST.
Wednesday Oct. 6 1:00 P.M. Luncheon	FALL FASHION SHOW LUNCHEON Open to public. Luncheon, a la carte. Press by invitation. Tailored Woman Publ.: Belle Gillis, PL. 5-2500. Waldorf: Ted Saucier, EL. 5-3000.	THE TAILORED WOMAN (742 FIFTH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 6- Oct. 31	RODEO 18th Annual World's Championship Rodeo. \$82,080 prize money! Guest star: Roy Rogers, hero of Western films. Publicity: Miss Jenkins, CO. 5-6800.	MADISON SQUARE GARDEN	8TH AVE. AT 50TH ST.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 7 1:00 P.M. Luncheon	UNUSUAL FALL LUNCHEON SHOW	LANG, FASHIONS CARTIER, JEWELS EDMOND, COIFFURES	RITZ CARLTON HOTEL OVAL ROOM
	This is a special coordination of de luxe fashions and jewels and hair styles inspired by M.G.M.'s production of "DuBarry Was A Lady." Luncheon, a la carte. Press by invitation. Lang Publicity: Viola Shefer, PL. 3-2117; Cartier: Pierre Claudel, PL. 3-0111; Ritz Carlton: Marion Morrison, PL. 3-4600.		

Monday Oct. 11 1:00 P.M. Luncheon	FALL FASHION LUNCHEON	MIMI TUTHILL (50 E. 50TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
	Open to public. Luncheon, \$2. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.		

Beginning Monday Oct. 11	SPORTSWEAR GUILD SPRING SHOWINGS	NINE MEMBERS	VARIOUS SHOWROOMS
	Sportswear fashions exhibited during the week beginning October 11th will be the only collection shown during the entire Spring season. Due to shortage of materials and uncertain deliveries, this date has been advanced a month ahead of last year. Individual opening dates will be listed as soon as they are set. Members of Sportswear Guild:		
	ADLER & ADLER	550 7TH AVE.	MUTUAL ROSENBLUM 498 7TH AVE.
	DAVIDOW	" " "	CHARLES W. NUDELMAN 550 " "
	D.M. GOODSTEIN	" " "	ZOLTAN ROSENBERG " " "
	KANE-WEILL	498 " "	SPORT-CRAFT INC. " " "
	STAR-MAID	498 7TH AVE.	

Oct. 11- Oct. 20	JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA LONG ISLAND
Tuesday Oct. 12 1:00 P.M. Luncheon	FALL STYLE SHOW	JONAI INC. (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
	Open to public. Luncheon, a la carte. Press by invitation. Jonai Publ.: Mr. Nathan, PL. 5-5430. Ritz Publ.: Marion Morrison, PL. 3-4600.		

Beginning Monday Oct. 18	SPRING FASHION LINES	FASHION ORIGINATORS' GUILD OF AMERICA	VARIOUS SHOWROOMS
	The need for time to procure, make and deliver fashions today prompts their earliest possible showing. Hence, Spring lines will be shown early. Individual opening dates will be listed as soon as they are set. Members of Fashion Originators' Guild of America are:		
	WILLIAM BASS	530 7TH AVE.	JUNIOR LEAGUE 1372 B'WAY
	DAVE BELLSEY	512 " "	INTERNAT'L DRESS 1400 B'WAY
	ANTHONY BLOTTA	498 " "	KAPLAN & GRABOIS 498 7TH AVE.
	CAPRI FROCKS	1372 B'WAY	SAMUEL KASS " " "
	DEITSCH, WERSBA, COPPOLA	512 7TH AVE.	LA RUE DRESSES 550 " "
	ED GERRICK	550 " "	MARY LEE 530 " "
	FOX BROWNIE	498 " "	PARNIS-LEVINSON " " "
	A. GOODMAN	530 " "	BEN REIG 498 " "
	FRED GREENBERG	550 " "	C.H.D. ROBBINS 525 " "
	JOSEPH HALPERT	530 " "	MARTIN SIMON 498 " "
	HORWITZ & DUBERMAN	498 " "	HERBERT SONDHEIM 530 " "
			ZUCKERMAN & KRAUS 512 " "

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 18 1:00 P.M. Luncheon	FALL COLLECTION OF ORIGINAL MODELS Open to public. Luncheon, \$2. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	HELEN DE HUENE (21 E. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Oct. 19 1:00 P.M. Luncheon	ADVANCE WINTER FUR FASHIONS The Esther Dorothy furs always make headlines. Open to public. Luncheon, a la carte. Press by invitation. Esther Dorothy Publicity: Eleanor Lambert, PL. 5-8580. Ritz Publicity: Marion Morrison, PL. 3-4600.	ESTHER DOROTHY (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Oct. 20- Oct. 22 2:45 & 8:45 P.M.	FASHIONS OF THE TIMES Twice a day for three consecutive days, the N.Y. Times Fashion Department will present "Fashions of The Times" to prove the cooperation of manufacturers and designers with New York retailers. This is the second year this show has been given. The technique of the professional theatre will be used in presentation. Fashion Director is Virginia Pope, N.Y. Times Fashion Editor, aided by Frances Bemis, who will stage the production. Tickets are swiftly sold out at \$1.65, so write in at once to Mr. Ivan Veit, N.Y. Times Promotion Department, 229 W. 43rd St., N.Y.C., LA. 4-1000.	THE NEW YORK TIMES	TIMES HALL 240 WEST 44TH STREET
Oct. 21- Nov. 3	EMPIRE FALL RACE MEET	EMPIRE CITY RACING ASSOCIATION	JAMAICA RACE TRACK JAMAICA, LONG ISLAND
Monday Oct. 25- Oct. 27 9:00 A.M. On.....	30TH NATIONAL FOREIGN TRADE CONVENTION Selected speakers will discuss inter-American relations and those with the British Commonwealth of Nations, Soviet Russia, and China. Sessions start at 9:00 A.M. and last through after-dinner meetings. More details later. Contact: Mr. Al Crawford, National Foreign Trade Council, WH. 4-5780.	NATIONAL FOREIGN TRADE COUNCIL	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.

OUT-OF-TOWN FASHION MARKET DATES

- Sept. 11-17..Style Exhibitors Showing from twenty coast-to-coast markets, Hotel Morrison, Chicago headquarters.
- Sept. 12-17..Chicago Wash Apparel Association will hold showing of wash dresses, sportswear and kindred lines, Palmer House, Chicago.
- Oct. 1.....Probable date of Calif. Sportswear Market by Sportswear Makers, Los Angeles.
- Oct. 3-8...Spring lines of St. Louis Fashion Creators, Hotel Statler.
- Oct. 6-8...Atlanta Shoe Conference, Southeastern Shoe Travelers, Hotel Grady, Atlanta, Ga.
- Oct. 11-22..Dallas Fashion and Sportswear Center, Dallas Fashion Association, Baker and Adolphus Hotels.
- Oct. 18-19..Planning for Business in Post-War Era, Boston Conference on Retail Distribution, Statler Hotel, Boston, Mass.
- Oct. 18-21..Showing of Holiday and Early Spring 1944 Fashions by Women's Apparel Club of New England, Parker House, Boston, Mass.

DATES AHEAD

RED LETTER WEEKS

Sept. 13	1ST DAY OF SCHOOL	(Mon.)	Sept. 11-18	NATIONAL FELT HAT WEEK
Sept. 23	1ST DAY OF AUTUMN	(Thurs.)	Sept. 13-18	CONSTITUTION WEEK
Sept. 30	1ST DAY: JEWISH NEW YEAR	(Thurs.)*	Sept. 19-25	NATIONAL DOG WEEK
Oct. 1	MOVING DAY	(Fri.)	Oct. 1-11	NATIONAL BRANDS WEEK
Oct. 9	JEWISH DAY OF ATONEMENT	(Sat.)*	Oct. 2-9	NATIONAL RETAIL FURN. WEEK
Oct. 12	COLUMBUS DAY	(Tues.)	Oct. 3-9	FIRE PREVENTION WEEK
Oct. 27	NAVY DAY	(Wed.)	Oct. 3-9	NATIONAL LETTER WRITING WEEK
Oct. 31	HALLOWE'EN	(Sun.)	Oct. 10-16	NATIONAL BUSINESS WOMEN'S WEEK

*Market closed for all practical purposes.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Monday.....RE-OPENING: "PORGY AND BESS" (American Operetta) 44TH STREET THEATRE
 Sept. 13 A 3-week engagement by popular request of Cheryl Crawford's production of George Gershwin's and Dubose Heyward's "Porgy And Bess". Publicity: Jean Dalrymple, MU. 5-3114.
- Monday.....CONEY ISLAND ANNUAL MARDI GRAS, UP SURF AVE. FROM OCEAN PKWY. TO W. 19TH ST.
 Sept. 13- At 7:30 every evening. Contact: Mr. Kraus, Coney Island Chamber of Commerce, CO. 6-1234.
 Sept. 19
- Tuesday....PREMIERE: "BRIGHT LIGHTS" FORREST THEATRE, 230 W. 49TH STREET
 Sept. 14 A musical comedy starring Elaine Miller and James Barton, Frances Williams and a series of comedians. It is a cavalcade set to music. Costumes by Perry Watkins. Publicity: Maurice Turret, WI. 7-5823.
- Tuesday....PREMIERE: "THOUSANDS CHEER" (Movie) ASTOR THEATRE, B'WAY & 45TH STREET
 Sept. 14 A Metro-Goldwyn-Mayer technicolor film with an army camp background, features a big U.S.O. sequence with Judy Garland, Mickey Rooney, Ann Sothern, Lionel Barrymore, Lucille Ball, Frank Morgan and others. Major roles played by John Boles, Mary Astor, Gene Kelly and Kathryn Grayson. Costume supervision by Irene. Publicity: Lou Smith, BR. 9-7800.
- Tuesday....WORLD PREMIERE: "ICE CAPADES" MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.
 Sept. 14 This is the 4th annual tour of the United States by the famous Ice Capades with a cast of 152 members. On opening night, it is dedicated to a War Bond performance, in the hope of raising funds toward a \$5,000,000 goal. Costumes by Brooks and Mahieu. Matinees on Sundays at 2:30 P.M.; evenings at 8:30 P.M. Tickets, \$1.10 to \$3.30. Publ.: Miss Jenkins, CO. 5-6800.
- Wednesday..PREMIERE: "A NEW LIFE" ROYALE THEATRE, 242 W. 53RD STREET
 Sept. 15 The Playwrights' Company presents Elmer Rice's new play, "A New Life" with Betty Field as leading lady and a distinguished cast. Costumes executed by Rose Bogdanof. Publicity: Phil Stevenson, CI. 5-7930.
- Wednesday..PREMIERE: "THE LADY TAKES A CHANCE" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD
 Sept. 15 This is an RKO comedy with Jean Arthur and John Wayne. Fashions by Edward Stevenson. Publicity: Rutgers Neilson, CO. 5-6500.
- Wednesday..PREMIERE: "HOLY MATRIMONY" (Movie) ROXY THEATRE, 7TH AVE. AT 50TH STREET
 Sept. 15 This is a 20th Century Fox comedy starring Monty Woolley and Gracie Fields. Costumes by Rene Hubert. Publicity: Jeannette Sawyer, CI. 6-0950.
- Sunday.....KATHERINE DUNHAM & COMPANY, PRIMITIVE DANCERS, MARTIN BECK THEATRE, W. 45TH
 Sept. 19- This is a dance revue by a highly sophisticated colored troupe. Their
 Oct. 3 scope ranges from Haiti to Harlem. Publicity: Gerald Goode, PL. 3-0820.
- Tuesday....PREMIERE: "LAND OF FAME" BELASCO THEATRE, 115 W. 44th STREET
 Sept. 21 This is an Albert Bein and Frederick Fox production with settings and costumes by Frederick Fox. Publicity: Harry Davies, BR. 9-9074.
- Thursday...PREMIERE: "JOHNNY COMES LATELY" (Movie) CAPITOL THEATRE, B'WAY & 51ST STREET
 Sept. 23 This stars James Cagney and is also his first picture under his own production. Released by United Artists. Co-stars Grace George, Marjorie Lord, and others. Publicity: Robbin Harris, BR. 9-7300.
- Thursday...PREMIERE: "HAIRPIN HARMONY" NATIONAL THEATRE, 208 W. 41ST STREET
 Sept. 23 This is a musical farce by Harold Orlob with 16 girl musicians who play on stage. Publicity: Arthur Levy, CH. 4-3254.
- Monday.....PREMIERE: "ONE FOR ALL" BIJOU THEATRE, B'WAY AT 45TH STREET
 Sept. 27 This is an out and out comedy with Jack Pearl, Flora Campbell, Harry Green and others. Clothes by Mary Lewis, Jay Thorpe and Saks 5th Avenue. Publicity: Karl Bernstein, CI. 6-0427.
- Friday.....PREMIERE: "THANK YOUR LUCKY STARS" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
 Oct. 1 This is a big all-star Warner Bros. vehicle with plenty for your money and gowns by Milo Anderson. Publicity: Eva Siegel, CI. 6-1000.
- Thursday...PREMIERE: "PHANTOM OF THE OPERA" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
 Oct. 14 This is a musical drama with Nelson Eddy and Susannah Foster featured in the singing roles and Claude Rains the star performer. Costumes by Vera West. Publicity: Al Horwits, CI. 7-7100.